Analysis of The Effect of Service Quality to The Customer Satisfaction and Brand Image in the Enhaii Restaurant

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Abstract: *Research was conducted at the ENHAII Restaurant in Setiabudi 186 Bandung from September 14th to October 14th 2014. The purpose of this research was to investigate the effect of service quality on customer satisfaction and brand image. 100 consumers were obtained by accidental sampling method. Primary data were collected from instructured questionnaire, whereas secondary data were gathered the restaurant and other related sources. Factor analysis and path analysis were applicated to analyse the data. The result showed that consumer satisfaction toward ENHAII restaurant was positive and direct influenced by "consumer perceptions of service", "producer concern" and "perceptions toward ease of parking". "Characteristic consumer" have a negative and direct influenced to consumer satisfaction. Whereas "consumer perceptions of service", "producer concern", "perceptions toward ease of parking", and "consumer satisfaction" have a positive and direct effect on ENHAII restaurant brand image.*

Keywords: costumer satisfaction, brand image, service quality, ENHAII

1. Introduction

In recent years, Indonesia is experiencing an increase in culinary services. Economic enterprises in the culinary is a good prospect, despite the current situation in Indonesia is still in crisis. Culinary services offered ranging from small traders, such as hawker or roadside vendor up to luxury restaurant which serves a varied menu mainstay.

Many restaurants in Bandung make the competition becomes more intense, then one of the efforts that must be made by Enhaii restaurant is to retain customers and increase the number of customers. The efforts are being made to overcome the competition with another restaurant is to improve the service quality. Service quality has a great value in bringing consumers heading to the satisfaction level, so that the satisfaction will have a positive impact for Enhaii Restaurant Bandung. Irawan (2004) stated that the factors which can support the customer satisfaction is product quality, price, service quality, emotional factors, cost, and convenience. Service quality serves as the driver which brings variables into satisfaction.[1]

Service quality has a major influence on consumer satisfaction, in the absence of good quality services at a culinary business, consumers will not be satisfied. Thus, the negative effects will appear on the restaurants. This service quality has many dimensions, including the physical evidence, service reliability, service promptness, convenience, communication, courtesy and understanding the needs.

2. Literature

Kotler (2000) states that consumers are defined as individual or group which tried to meet or obtain goods or services affected for personal or his group life. Armstrong and Kotler (1997) states that, consumers are all individuals and households who need or want and buy goods or services for personal gain.

2.1 Customer Satisfaction

Satisfaction is the level of feeling after comparing the performance or perceived outcome expectations (Sumarwan, 2003). Customer satisfaction is tickle or someone disappointment which emerged after comparing between the perception to performance of a product with the expectations. When described as follows:

a. If performance below expectation, consumer become dissatisfied
b. If performance equal to expectation, consumer will be satisfied
c. If performance beyond expectation, consumer will be very satisfied or very happy (Kotler, 2007).

2.2 Satisfaction Measurement

Kotler (2002) explained that the instruments which can be used to measure customer satisfaction, among others:
a. Complaint and Suggestion Systems
   Customer centered organization provide ample opportunity for the customer to submit suggestion and complaint, for example by providing a suggestion box, provide a comment card and so forth. This information can provide ideas and advice to the company and allow it to react with a responsive and quick to resolve the problem.
b. Customer Satisfaction Survey
   This method can be done by mail, telephone or personal interview. Through the survey company will obtain

feedback and direct feedback from customer and also give a positive signal that companies pay attention to the customer.

2.3 Factors Promoting Customer Satisfaction

Irawan (2004), the factors driving customer satisfaction as follow:
a. Product quality, customer is satisfied if after buying and using the product turn out good quality product
b. Price, for sensitive customer, usually cheap price is an important source of satisfaction because the customer will get a high value for money
c. Service quality, satisfaction to service quality is usually difficult to imitate. Service quality is a driver that has many dimensions
d. Emotional factor, customers will be satisfied (proud) because of emotional value given by the brand of the product
e. Cost and convenience, customers will be satisfied if relatively easy, convenient and efficient in getting a product or service.

2.4 Service Quality

Definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and delivery accuracy in balancing consumer expectations (Tjiptono, 2007). Irawan (2002) states that service quality highly dependent on three things namely system, technology and human. The human factor is holding a contribution about 70% in order to have the service quality and satisfaction to their customer, companies must pay attention to the various dimensions that can create and improve service quality.

2.5 Brand Image

Brand image as a set of belief, idea, and impression owned by a person to a brand, therefore attitude and action of consumer towards a brand is determined by the brand image (Kotler, 2002).

3. Method

The research was conducted in Enhaii Restaurant Bandung, Setiabudi road 186 Bandung. Implementation of the fieldwork carried out on September 14, 2014 to October 14, 2014. Sampling methods using non-probability sampling technique by combining purposive sampling and quota sampling methods. Purposive sampling method is a sampling techniques on visitors who come to Enhaii Restaurant Bandung ranging from 10-60 years of age. Respondents to be sampled, accidental sampling method is used. Sampling at Restaurant Enhaii Bandung coincidentally with the respondent or consumer with 10-60 years of age criteria.

Quantitative methods of data collection is supported by the survey. Data taken include primary data compiled from results of respondents then secondary data obtained from interviews with the Enhaii Restaurant Bandung.

4. Result and Discussion

Based on the factor analysis result explain that the obtained obtained percentage of variance result is percentage comparison eigenvalue with total items. Four factors are formed each have different loading factors, to see the diversity of each item affects customer satisfaction and brand image.

Table 1: Factor Analysis of Service Quality

Information	Loading Factors			
	1	2	3	4
Consumer perceptions of service				
X1.1(employee neatness)	0,508			
X1.3 (convenience of public facilities)	0,551			
X2.1 (accuracy appointment)	0,692			
X3.1 (speed of service)	0,512			
X4.1 (ease to reach location)	0,512			
X5.1 (how to explain the menu)	0,799			
X5.2 (the language used)	0,739			
X6.1 (courtesy talk)	0,580			
X7.1 (understanding needs)	0,725			
X71.2 (Attention to consumer)	0,546			
Manufacturing Concern				
X1.2 (seating comfort)		0,659		
X2.2 (service reliability)		0,731		
X3.2 (employee's willingness to help consumers)		0,802		
X3.3 (accuracy of service)		0,676		
X4.3 (ease gets seat)		0,551		
Consumer Characteristic				
Age of respondents			0,784	
Respondents Job			0,807	
Respondents education			0,670	
Perception in the ease of parking				
X4.2 (ease of parking)				0,636
gender				0,701
% Varian	35,851	10,207	7,629	6,531

Table 1 is an elaboration from factor analysis results on the 20 items variable which becomes 4 new factor with factor loading value.

4.1 Path Analysis Results of Service Quality Effect on Customer Satisfaction

Table 2 is an elaboration from path analysis of the service quality effect which have an influence on consumer satisfaction with coefficient as follows:

Table 2: Path Analysis of Service Quality on Customer Satisfaction

Variable	Coefficient
Constants	12,630
Consumer perceptions of service	0,536***
Manufacturing Concern	0,337***
Consumer Characteristic	-0,266***
Perception in the ease of parking	0,205**

$F_{arithmetic} = 25,082$
$R_{square} = 0,514$
Information :
*** $p < 0,000$
** $p < 0,005$
* $p < 0,05$

Table 2 describes that R Square value showed a value of 0.514 or 51.4%.This means that the Customer Satisfaction (Y) of 51.4% was influenced by service quality or variable (X), while the remaining 48.6% influenced by other outside independent variables studied, for example promotion variable. Standardize regression equation formed on consumer satisfaction as follows:

$$Z_Y = 12,630 + 0,536\,Z_{X1} + 0,337\,Z_{X2} - 0,266\,Z_{X3} + 0,205\,Z_{X4}$$

The equation of service quality effect on consumer satisfaction gained influence of 12.630% if service quality the same value.

4.2 Path Analysis Results of Service Quality and Customer Satisfaction to Brand Image

Table 3: Path Analysis of Service Quality and Customer Satisfaction to brand image

Variable	Coefficient
Constants	7,663
Consumer perceptions of service	0,370***
Manufacturing Concern	0,221**
Consumer Characteristic	-0,01
Perception in the ease of parking	0,150*
Consumer satisfaction	0,379***
$F_{arithmetic} = 26,155$ $R_{square} = 0,582$ Information : *** p<0,000 ** p<0,005 * p<0,05	

Table 3 provides information that R Square value showed a value of 0.582 or 58.2%. This means that brand image (Z) influenced by 58.2% to variables (X) consisting of Consumer perceptions of service, manufacturing concern, consumer characteristic, perception in the ease of parking and variable (Y) as consumer satisfaction. While the remaining 41.8%influenced by other variables outside independent variables studied. Standardize regression equations were formed:

$$Z_Z = 7,663 + 0,370\,Z_{X1} + 0,221\,Z_{X2} + 0,150\,Z_{X4} + 0,379\,Z_Y$$

5. Conclussion

Consumer perceptions of service, manufacturing concern, consumer characteristic, perception in the ease of parking affect customer satisfaction without going through other factors beyond service quality while for the consumer characteristics increasing age, education level and employment will reduce customer satisfaction. Consumer perceptions of service manufacturing concern, consumer characteristic, and perception in the ease of parking affect Restaurant brand image through the level of customer satisfaction. Non physical services in the form of employee's willingness to help consumers must be adapted to the SOP (Standard Operating Procedure), because it has a major influence on customer satisfaction.

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